

Marketing

Ineffective Marketing Approach

Introductory statements that automatically suggest to a potential customer you are not a potential vendor.

"Hello! I'm a woman-owned minority business. What can you do for me?"

What does this tell the buying agent about you and your business?

- You have not researched the product/service the company sells.
- You may not have a product/service the company needs.
- You may not have a product/service to sell.
- You need training in how to "sell" your product/service.

Effective Marketing Approach

Introductory statement that suggests to a potential customer you may be a potential vendor.

"Hello! My name is ... and I'm the owner/operator of.... We provide computer maintenance services."

What does this tell the buying agent about you and your business?

- Your name.
- Your position.
- The product/service for sale.
- You're ready to do business.



Which one of these two approaches have you utilized in the past and what changes will you make in the future?

The target market may be wrong if the product/service:

- Is unaffordable to most of the defined target market
- Is not a commonly used product/service within the market.
- Marketing the produce/service is difficult.
- The product/service is placed on sale right away due to lack of sales.

The marketing method may be wrong if:

- Target market does not commonly utilize marketing outlet.
- No sales results from marketing method utilized over a period of time.



Webibles

Learn more about Marketing using SBA online resources.

MARKETING FOR SMALL BUSINESS: AN OVERVIEW MT-2: Provides an overview of marketing concepts and contains an extensive bibliography of sources covering the subject of marketing.

www.sba.gov/library/pubs.html#mt-8
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RESEARCHING YOUR MARKET MT-8:

Learn inexpensive techniques that you can apply to gather facts about your customer base and how to expand it.

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SMALL BUSINESS SUCCESS SERIES - MARKETING A BUSINESS:

Customer Service, Market Research, Advertising
www.sba.gov/library/pubs.html#success3
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BREAKFAQS with SBA

This section provides answers to commonly asked questions.

Q: What can I do before starting my business, which will have a direct impact on sales?

The first step you should take, that has a direct impact on sales, is to identify your customers. Where do they shop? What is their income? How often do they buy? These are questions that must be answered first.

Next, you must identify the expectations of the customers by answering questions such as,

- * What are your customers' needs?
- * What do they expect to get when they buy your product or use your service?

The right product/service is the one that best fits the customer requirements.

Finally, you can design your product or service around their requirements. The more you fulfill your customer's expectations, the better the quality of your product. Think of your product or service as more than just what the customer pays for. When you are planning your business, consider how the whole transaction meets the customer's needs.



Questions



Send questions on the upcoming topics to Attn: BREAK

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BREAK with SBA Counseling & Training Resources

SCORE

A nonprofit association dedicated to
encouraging the formation, growth, and
success of small business nationwide
through counseling and mentor programs.

Indiana locations:

Indianapolis	(317) 226-7264
Fort Wayne	(219) 422-2601
South Bend	(219) 282-4350
Evansville	(812) 421-5879
Gary	(219) 882-3918
Columbus	(812) 379-4457
Anderson	(317) 642-0264
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Small Business Development Centers

The SBA, in conjunction with state
government and local partners, administers
the Small Business Development Center
Program to provide management assistance
to current and prospective small business
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Indiana locations:

Bloomington	(812) 339-8937
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Women's Business Center

Each women's business center provides
assistance and/or training in finance,
management, marketing, procurement and
the Internet, as well as, addressing
specialized topics such as home-based
businesses, corporate executive downsizing
and welfare-to-work.

Indiana location:

Fort Wayne	(219) 424-7977
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